

# Income & Expenditure

Income (£'000)	2013/14	2012/13
Voluntary income - general fundraising	1,922	2,049
Grant funding for fieldwork & service delivery	430	254
Grant funding for policy & campaigning	132	132
Profit from trading operations	367	366
Investment income	16	19
Other income	361	135
Total	3,229	2,955

Expenditure (£'000)	2013/14	2012/13
Fundraising costs	664	415
Fieldwork & service delivery	1,783	1,822
Policy & campaigning	430	668
Development Costs	0	111
Governance	15	25
Total	2,892	3,041

Deficit / Surplus	337	-86
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## Our donors and supporters – who make it all possible

Without donations and legacies, which make up more than half of the Charity's income, we would be unable to carry out our work aimed at helping older people across Scotland enjoy a better later life.

## Corporate Support

Corporate donations raised £118,562.42, including donations of £1000 and upwards from: Search Consultancy, David Urquhart Travel, Raeside Chisholm, British Polythene Industries plc, Peak Scientific, Caesar & Howie, McCarthy & Stone, innocent drinks and ITV.

## Trusts and Foundations

32 Charitable trusts and foundations supported our work this year with donations totalling £80,080.17. The following trusts donated £2000 and upwards:

Robertson Trusts, Lloyds TSB Foundation for Scotland, The J & JR Wilson Trust, The Mrs S B Woods Charitable Trust, The Heather Hoy Charitable Trust, The Rev W N Monteith Charitable Trust, The Hugh Fraser Foundation, The Row Fogo Charitable Trust, The Westwood Charitable Trust.

Age Scotland, part of the Age Network, is an independent charity dedicated to improving the later lives of everyone on the ageing journey, within a charitable company limited by guarantee and registered in Scotland. Registration number 153343 Charity Number SC010100 Registered Office: Causewayside House, 160 Causewayside, Edinburgh EH9 1PR.

# ANNUAL REVIEW 2013 / 14

Our helpline team answered  
**11,116 calls**



Our network of  
**15 shops**  
made more than  
**500,000 sales**

Our campaigning efforts secured a  
**£1 million** funding boost for  
**community transport**



 **75,000 copies**  
of our annual 'Hot Tips'  
**calendar**  
went to older people across Scotland

**Grants to more than  
130 organisations** £  
benefitted over 22,000 older people

## Foreword

For the Charity, 2013/14 was a year of both consolidation across the board and significant growth in a number of areas.

Internally, the Charity went through a reorganisation in summer 2013 aimed at ensuring we have the right set up and people in post to achieve our ambitions, and ensure our long-term stability. While this has meant a period of great change for those involved, I believe we have come out of it as a stronger organisation and have the teams and structures in place to continue to grow our work.

Growth would certainly be an apt word to take away from 2013/14, in many ways. The launch of Silver Line Scotland, our growing membership, and record-breaking years for our trading and social enterprise arms are just some of the indicators of our growing presence and influence across Scotland.

With a new Charity-wide strategic plan developed to focus and drive forward our ambitions for the coming years, the future looks likely to be no less busy and this brings me no end of pride. Our new strategy has outlined our vision of a Scotland where everyone can love later life. We realise this is ambitious and won't be easy to achieve, but it lies at the heart of everything we do across the organisation and, I hope everyone will agree, is a vision worth striving for.

Yours faithfully,



Paul Adams  
Interim Chair, Age Scotland

### At the heart of communities

During 2013/14 the Charity's membership grew to include more than 1250 groups and individual members. At the end of the year our membership included 849 older people's groups based in communities across Scotland, an increase of almost 200 groups over the year.

Our team of community development officers delivered four Regional Assemblies, involving representatives of member groups and other local contacts, along with numerous networking events, focus groups and visits, all aimed at building the capacity within our communities to inspire, enable and support our ageing population.

Age Scotland provided grants to more than 130 member groups totalling £150,000. These grants benefited more than 22,000 older people across the country, supporting activities and projects ranging from dance workshops and transport provision, to trips and IT equipment.

### A new helpline for Scotland

In November 2013 we formed a partnership with The Silver Line Helpline. Working together we deliver Silver Line Scotland, a freephone, national helpline providing information, friendship and advice to older people all day, every day on **0800 4 70 80 90**.

The partnership enabled us to significantly expand our team of advisers and, vitally, it means we can now deal with calls which are not only for information and advice, but also those individuals who just need a chat - the importance of which cannot be overstated as our own research has found that more than 80,000 older people in Scotland always or often feel lonely.

During the year 2013/14, Age Scotland's telephone advisers dealt with 11,116 calls, with the highest number of enquiries being about social care, benefits and housing issues. As part of this the team identified more than £283,000 in unclaimed benefits that our callers didn't know they could be entitled to.

### Spreading news and information

Our communications channels have continued to grow. Via 75,000 copies of our annual 'Hot Tips' calendar and more than 20,000 copies of Advantage magazine we spread information and news across Scotland. Our social media presence has strengthened, with more followers across our Facebook, Twitter and YouTube channels, and increased traffic to our website, with more than 110,000 visitors over the year.

Age Scotland produces Scotland-specific information factsheets and works with our partner charity, Age UK to ensure its leaflets are suitable for use in Scotland. In 2013/14 we created new information resources on issues including elder abuse, fire safety and help with oil-fired heating.

In March 2014 the Charity held its first housing conference in Glasgow, bringing older people vital information about energy, adaptations and support to remain independent.

### Championing older people's issues

Over summer 2013 we hit the road with our 'Still Waiting' campaign, calling for the Scottish Government to ensure a sustainable future for community transport to help prevent isolation. Our efforts saw community transport rise up the political agenda, with Parliamentary debates and an Infrastructure and Capital Investment Committee inquiry. In December the Charity handed over a petition of 6,500 signatures to the Transport Minister Keith Brown MSP.

This led to an extra £1m being invested in community minibuses in 2013/14 and the Scottish Government has commissioned further research for 2014/15 to assess the benefits of community transport.

Mind the Gap 2012/13, the Charity's annual review of public policy, highlighted good progress in areas including health and social care integration, while pointing to areas of concern across the breadth of policy areas impacting on older people.

### Celebrating later life

The Age Scotland awards at the Scottish Parliament was a great celebration of those who are working to make life better for older people. Amongst the 2013 winners were a 92-year-old volunteer still leading exercise classes, and a son campaigning on dementia issues in memory of the mother he cared for.

Luminate, Scotland's creative ageing festival, took place for the second time throughout October 2013, featuring hundreds of events the length and breadth of the country.

### Developing income streams to further our charitable work

Our 15 Age Scotland charity shops provide both valuable income for the Charity and are community hubs, offering access to our information resources. In 2013/14 we made more than 500,000 sales and a third of our stock was donated over the door - an amazing 43,491 bags.

Age Scotland Enterprises, the social enterprise owned jointly by Age Scotland and Age UK, celebrated its most successful year to date for sales. In addition to providing an income stream for the Charity, Age Scotland Enterprises ensures that older age does not negatively impact people's abilities to find insurance and financial products which meet their needs.

### An ambitious vision

Towards the end of 2013/14 the Charity developed a new Strategic Plan, which has set out our aims and objectives for the coming years. Our vision is of 'a Scotland where everyone can love later life'. We realise this is ambitious, but it embodies everything we stand for and, we believe, is something society as a whole should be striving to achieve. We want to engage people of all ages with this vision, so that as a country, we will truly be leading the way in making our society one where age is not an obstacle to a happy and healthy life.

### Looking ahead

Exciting plans are already underway for 2014/15. In November 2014 we will bring together hundreds of our members for our first National Conference, exploring the topic of wellbeing in later life.

New information and advice projects will focus on topics including healthy eating, mental health and money management. We will also be running a national campaign to raise awareness of Power of Attorney - an important but frequently misunderstood area of Scottish law.

Via a number of routes, our Policy and Communications team will be engaging with a broader range of older people than ever before to ensure our policy and campaigning priorities are informed and shaped by what people want.

To support all our work we will be consolidating our current income streams while expanding our fundraising activity in the community, and we will work closely with corporate and funding partners to explore new funding opportunities.

**"I find the magazine extremely informative and useful"**

Advantage magazine reader

**"At this time of year (Christmas) some of our carers are alone in caring for their sons or daughters and now that we are able to take them for a Christmas lunch - it lifts their spirits and they feel someone cares for them"**

Jeanette Kelly, Murray Owen  
Older Carers Group -  
Age Scotland member group  
and grant recipient

**"This has been better than a dose of medicine. I feel a whole lot better - you've made my day"**

a Silver Line Scotland caller

### Thank you

We'd like to thank our trustees, staff, supporters, volunteers and partners. It is you who make it possible for us to work to help older people in Scotland enjoy a better later life.